The media: in print

VOCABULARY PRACTICE

ADVANCED | C1

Name: _____ **Date:** _____

1 Match each critical print-media concept with its meaning.

1 materiality	____	a relative prominence created through type choices
2 paratext	____	b meaning produced through physical placement
3 typographic hierarchy	____	c reliance on particular income sources
4 editorial architecture	____	d effect of a medium's physical form on use and meaning
5 spatial rhetoric	____	e relative permanence of a published physical record
6 archival fixity	____	f framing material such as titles, captions and notes
7 scarcity value	____	g organisation connecting sections, genres and routes
8 revenue dependency	____	h worth created by limited availability or circulation

2 Complete the critical collocations.

archival | **editorial** | **material** | **paratextual** | **revenue** | **scarcity** | **spatial** | **typographic**

1 the _____ form of print

2 _____ framing

3 _____ hierarchy

4 _____ architecture

5 _____ rhetoric

6 _____ fixity

7 _____ value

8 _____ dependency

3 Choose the concept that best explains the effect.

1 Paper size changes reading practice: *materiality / archival fixity*.

2 A caption directs interpretation: *paratext / scarcity value*.

3 Larger type marks importance through *typographic hierarchy / revenue dependency*.

4 Section order structures routes through *editorial architecture / materiality*.

5 Front-page placement makes a spatial argument: *spatial rhetoric / archival fixity*.

6 A physical issue remains as a stable record: *archival fixity / paratext*.

7 A limited collector's edition gains *scarcity value / typographic hierarchy*.

8 Advertiser pressure reveals *revenue dependency / editorial architecture*.

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4 Complete the critical analysis with terms from the box.

archival fixity | editorial architecture | materiality | paratext | revenue dependency | scarcity value | spatial rhetoric | typographic hierarchy

The issue's heavy paper foregrounds print **1** _____. Its cover lines operate as **2** _____, pre-framing the articles. Size and weight create **3** _____, while placement produces **4** _____. The sequence from news to culture forms an **5** _____ that guides reading. As a dated object, the issue offers **6** _____. A numbered special edition gains **7** _____. Yet extensive sponsored pages expose **8** _____ and possible pressure on editorial priorities.

5 Read the text and answer the questions concisely.

What print preserves and excludes

Print fixes one version at a particular moment, creating a durable object that can be cited, collected and archived. This stability supports accountability, but correction is slower and distribution is bounded by production and transport. Physical scarcity may increase cultural value while limiting access. Moreover, the surviving archive is selective: preservation reflects institutional priorities, ownership and resources. Print memory is therefore durable without being complete or neutral.

1 What does print fix? _____

2 Name three uses of a durable printed object. _____

3 What benefit can stability support? _____

4 What two limits affect print distribution? _____

5 How can scarcity have opposite effects? _____

6 Why is the surviving archive selective? _____

6 Paraphrase using the expression in capitals.

1 Physical form shapes the reading experience. **MATERIALITY** _

2 Placement gives the story symbolic weight. **SPATIAL** ___

3 The issue remains a stable historical record. **FIXITY** __

4 Advertising income may influence priorities. **DEPENDENCY** _

OVER TO YOU

Write a **160-190 word** critical analysis of a printed newspaper or magazine as a physical and economic object.

[ ] Use at least eight analytical terms. [ ] Analyse access, permanence and hierarchy. [ ] Consider economic influence.

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ANSWER KEY

1 Critical print-media concepts

1 **d** 2 **f** 3 **a** 4 **g** 5 **b** 6 **e** 7 **h** 8 **c**

2 Critical collocations

1 **material** 2 **paratextual** 3 **typographic** 4 **editorial** 5 **spatial** 6 **archival** 7 **scarcity** 8 **revenue**

3 Conceptual distinctions

1 **materiality** 2 **paratext** 3 **typographic hierarchy** 4 **editorial architecture**
5 **spatial rhetoric** 6 **archival fixity** 7 **scarcity value** 8 **revenue dependency**

4 Critical analysis

1 **materiality** 2 **paratext** 3 **typographic hierarchy** 4 **spatial rhetoric**
5 **editorial architecture** 6 **archival fixity** 7 **scarcity value** 8 **revenue dependency**

5 Reading - suggested answers

1 One version at a particular moment. 2 Cited, collected, archived. 3 Accountability. 4 Production and transport.
5 It can increase value but limit access. 6 Preservation reflects institutions, ownership and resources.

6 Paraphrasing - possible answers

1 Print **materiality** shapes reading. 2 Placement creates **spatial rhetoric**. 3 The issue has archival **fixity**. 4 The publication has revenue **dependency**.

Over to you: Answers will vary. Check material, spatial, archival and economic analysis.